



January 2011

**Recall Campaign No. 10V-518: In-tank Fuel Pump**

Dear BMW Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

BMW AG has decided that a defect which relates to motor vehicle safety exists in certain Model Year 2008 X5 Sports Activity Vehicles. Our records indicate that you are the owner of a potentially affected vehicle.

We sincerely apologize for any inconvenience this may cause you.

**DESCRIPTION OF PROBLEM**

The issue involves the in-tank fuel pump. It has been determined that the fuel pump in your vehicle may stop working due to premature wear. In most cases, it would no longer be possible to start the engine. However, in some cases, the fuel pump may stop working while the vehicle is in motion, resulting in stalling. If stalling were to occur, you would not be able to maintain vehicle speed or accelerate. Power steering assist would also be affected, leading to an increase in steering effort.

**Do not leave this problem unattended. Depending on traffic and road conditions and the driver's reactions, this could increase the risk of a crash.**

**PRECAUTIONS FOR YOUR SAFETY**

- 1. CONTACT YOUR AUTHORIZED BMW SAV CENTER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. If you experience engine stalling while driving, pull over carefully as soon as possible to a safe location and away from traffic. Do not continue to drive your vehicle. Contact BMW Roadside Assistance at 1-800-332-4269 immediately to have your vehicle brought to the nearest authorized BMW SAV center.**
- 3. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

**DESCRIPTION OF REPAIR**

BMW will replace the in-tank fuel pump on your vehicle.

The actual repair will require approximately two hours; however, additional time may be required depending on the BMW SAV center's scheduling and processing. This work will be performed free of charge by your authorized BMW SAV center.

**Company**  
BMW of North America, LLC

BMW Group Company

**Mailing Address**  
PO Box 1227  
Westwood, NJ  
07675-1227

**Telephone**  
(800) 525-7417

**Fax**  
(201) 930-8362

**E-mail**  
CustomerRelations@  
bmwusa.com

**Website**  
bmwusa.com

## **OTHER INFORMATION**

**Should you need BMW Roadside Assistance, they can be contacted at 1-800-332-4269.**

If you are no longer the owner of this vehicle, we would appreciate your furnishing us with the name and address of the new owner, using the enclosed postage-paid card.

If you are a lessor of this vehicle, Federal Regulations require you to forward this notice to your lessee.

If you have already had this repair performed at your own expense, please see the attachment regarding possible eligibility for reimbursement.

**Should you have any questions about this campaign, please contact your authorized BMW SAV center.**

Again, we sincerely apologize for any inconvenience this may cause you.

We appreciate your confidence in our product, and we wish to do everything we can to retain your confidence. Should you need additional assistance, you may contact BMW Customer Relations and Services at 1-800-525-7417 or via email at [CustomerRelations@bmwusa.com](mailto:CustomerRelations@bmwusa.com).

If the BMW SAV center is unable to remedy the defect without charge or within a reasonable period of time, you may notify the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590; call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

BMW OF NORTH AMERICA, LLC

**TREAD ACT CUSTOMER REIMBURSEMENT PLAN**  
**(BMW of North America, LLC)**

If you have paid for the repair described in the attached letter, and you would like to be considered for reimbursement, please contact your authorized BMW center. Expenses from repair facilities outside of the BMW center network will be considered; however, the procedure must meet BMW standards and use BMW Genuine Parts.

Your authorized BMW center will request a copy of your owner notification letter, as well as, a copy of your previously paid invoice, and then inspect the vehicle (if it is still in your possession) prior to submitting a claim on your behalf to BMW of North America, LLC for reimbursement.

Please note the following:

- Only a repair that is the subject of this safety recall is reimbursable. Consequential expenses such as towing, rental, accommodations, damage repairs, etc will not be reimbursed.
- When BMW Genuine Parts are used, the Manufacturers Suggested Retail Price (MSRP) will be considered as the guideline for reasonable charges.
- Expenses for repairs performed more than 10 days after the date of the last owner notification letter sent by BMW are not eligible for reimbursement.
- Taxes and hazardous waste disposal, where previously paid, are eligible for reimbursement.
- BMW will not reimburse for prior repairs that did not utilize BMW Genuine Parts.

We anticipate that your authorized BMW center will be able to answer any questions that you may have regarding your qualifications for reimbursement of a previous repair. If you qualify for such a reimbursement, they will also be able to advise you of the manner in which you could receive reimbursement.

We recommend that your authorized BMW center be your primary contact on this issue; however, our Customer Relations Department may be contacted at 1-800-525-7417 for any special assistance that you may require.

Alternatively, you may submit your request for reimbursement to the following address:

Customer Relations Department  
BMW of North America, LLC  
P.O. Box 1227  
Westwood, NJ 07675-1227